65 YOU WHO INHALE—

Pick the right cigarette— enjoy real throat protection and multiply your pleasure!

SOME of the time, *all* smokers inhale. *When* you inhale, chances of irritation increase. So — *know* what *you* smoke! There's a vital difference—reported in leading medical journals, by eminent doctors—who found:

ON COMPARISON — FOUR OTHER LEADING CIGARETTES WERE FOUND TO AVERAGE 235% MORE IRRITANT THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS — AND, THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Change to Philip Morris — for *complete* enjoyment of the world's finest tobaccos — *with no worry about throat irritation even if you inhale!*

CALL FOR PHILIP MORRIS

Today they cost no more than ordinary popular price brands!

AMERICA'S FINEST CIGARETTE

finer pleasure— plus real protection!

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